

PERSONAL IDENTITIES

Name : Asnandar Rachman
Mobile : 081927120879
Email : asnandar28@gmail.com
Place & Date of Birth : Jakarta, 28 July 1971
Address : Perum Wahana Harapan B4 No.5 Kelurahan Setia Asih
Kecamatan Taruma Jaya
Bekasi 17215

ABOUT ME

I was graduated from IKIP Jakarta Chemistry education with most of my career journey in sales, marketing, training and people development at pharmaceutical and medical equipment companies.

WORKING EXPERIENCE

Feb 2023 – Present

Field Force Trainer PT Pertiwi Agung Landson

To be responsible and support the Head of HRGA in planning, evaluate and solving problem related to the development and implementation of training processes and policies.

Control and evaluate Training Plan and Budget, Monthly Training Performance Report and make overall training evaluation

Create and develop training modules/presentation/syllabus.

Conduct Training Need Analysis through Market Feedback, discussions and Focus Group.

Create development trainings for sales force at various levels.

Mar 2022 – Oct 2022

Sales & Marketing Executive Perkasa Heavyndo Engineering

Business Development: Seeking and identifying potential new clients through networking, site visits, and industry market research.

Presentation & Negotiation: Delivering technical and commercial proposals, and negotiating project agreement contracts.

Account Management: Maintaining good relationships with existing clients and ensuring their satisfaction with fabrication services or heavy equipment products.

Technical Collaboration: Working closely with the engineering team to ensure the products or equipment modifications offered are in accordance with the client's specific needs.

Jan 2021 – Dec 2021

Sales Trainer & People Development Essity Indonesia

Planning, directing and delivering training & development program including new comer Inductions to accomplish the organization's goal

Performing as Internal Trainer for People Development, coaching, giving a feedback and Performance Management Course

Compiling and managing all training database of all Professional Sales Reps

Developing training reports based on training activities

Jan 2020 – Dec 2020

Digital Marketer-Own Business

Create website, responsible for FB Ads, Google Ads, Looking for Leads and Result

Jul 2016 – Nov 2019

Project Leader B2C Modern Market Luxindo Raya

Apr 2019- Nov 2019

Screening, interviewing and shortlisting SPG/SPB candidates to Head of Sales
Create new customer, maintain existing and expand new strategic approach & business
Contribute to developing commercial strategy activity and company growth plan

Jul 2016 - Apr 2019

Sales Training Assistant Manager Luxindo Raya

Create of SOP's Training, Recruitment and Interview.
Conduct Training Need Analysis and execute through local and national training activity.
Create and responsibility of training budget and expenses for training team collaboration with Sales Training Manager

Create development training material for sales force at various levels.
Sales Force engagement activities, reward & recognition programs for sales force.

Supervise Sales Training Supervisor and 2 Field Trainers

April 2010 – Feb 2016

PT Sandoz Indonesia, as Field Training Manager :

Conducting TNA, training delivery and its evaluation :basic medical knowledge, product knowledge , selling skill, SFE, soft skill and corporate induction

Establish close collaboration with HR, marketing, sales, SFE and legal department to ensure the sales process running well and comply

Field coaching as part of evaluation of training and motivate sales team

September 2007 – April 2010

PT Dexa Medica, as Field Training Officer

Conducting Training Needs Analysis, designing training modules, training delivery and it's evaluation, as well as taking responsibility in managing the entire training process of basic and product knowledge.

Delivery soft skills training such as : Winning Spirit, Negotiation Skill, Time Management,,Selling with Empathy, Problem Solving, Business Appearance, Detailing Skill, Situational Leadership, Character Identification, Outbound Training,

Preparing budget and administration for training requirements.

Presenting Product in RTD

March 2005 – Sept 2007

PT Novartis Indonesia, as Product Executive Cardiovascular

Assist Product Manager in executing marketing program

Conducting training delivery of basic and product knowledge.

Presenting product in RTD

April 2004 - March 2005

PT Novartis Indonesia, as Medical Representative for area Jakarta

June 2001 – April 2004

PT Eli Lilly Indonesia, as Medical Representative for area Jakarta and Karawang

December 1997 - June 2001

PT Ikapharmindo Putramas, as Medical Representative for area Tangerang

SKILLS

HARD SKILLS

Language : Indonesian, English

Salesmanship, Marketing

TNA, Training delivery and Training report

Presentation and Communication

SOFT SKILLS

Reliable

Time management

Problem Solving

ACHIEVEMENTS

The Best Product Knowledge of Lactulax PT Ikapharmindo Putramas

The Best Product Knowledge of Prozac PT Eli Lilly Indonesia

The Best Trainee PT Novartis Indonesia

The Best Test of National MR Test PT Novartis Indonesia

The Best Test of National Product Executive PT Novartis Indonesia

The first winner of making new slide presentation of National-
Product Executive PT Novartis Indonesia

The Best Test & Presentation of National Product Executive -
PT Novartis Indonesia

The Best Test of National Field Training Officer of Dexa Medica

COURSES AND TRAININGS

Novartis Call Excellent – Novartis Global Program

Performance Frontier – Novartis Global Program
AB Model Call – Novartis Global Program
Technique Presentation – Novartis Indonesia
Risk Management – Internal Dexa Medica
Problem Solving and Decision Making – Internal Dexa Medica
Time Management – Internal Dexa Medica
Negotiation Skill – Internal Dexa Medica
Situational Leadership – Internal Dexa Medica
Coaching and Counseling – Internal Dexa Medica
Cubic Leadership – Internal Dexa Medica
Train For The Trainer – Service Leadership
Profitable Product Management – Mark Plus
Power full Presentation Skill – Mark Plus
Essential Skills to Boost Selling Performance – Mark Plus
Sandoz Selling Excellence – Sandoz Global Program
Sandoz Dynamic Coaching – Sandoz Global Program
Leading at the Front Line (M1 Training) – Novartis Global Program
Sandoz Dynamic Coaching – Sandoz Global Program
Master Trainer – Business Growth
Designing Competency Model – PPM Management
FLM Team Development - Sandoz Global Program